

## Ep #69: Are You the Queen Bee in Your Biz?



### Full Episode Transcript

With Your Host

**Brooke Keeling**

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## Ep #69: Are You the Queen Bee in Your Biz?

Want to have it all? Well, the best day to get started is TODAY. Welcome to *Love Your Living*, a podcast for ambitious women who want to take their life and business to a WHOLE new level of success. I'm Brooke Keeling, multiple six-figure business owner, passionate entrepreneur and your host.

Welcome to another episode of the *Love Your Living* podcast...

Hey everyone, and welcome to the *Love Your Living* podcast. I am your host, Brooke Keeling, and, as always, so excited to be here with all of you. Now, as y'all know, I have just a little bit going on in my life and in my business right now preparing for a sweet baby boy to arrive in December and getting all of my businesses to a place where they are ready for me to take a maternity leave.

Now, there's so many people that I see in my world, in business and entrepreneurship, whether it's directly within my niche markets, my sphere, my specific businesses, but so many people that I see, moms especially that don't take a maternity leave or, you know, think I'm just going to take a week off or two weeks off, if that, or are back to work the next day after giving birth.

And you guys, this is, like, mind-boggling to me. One, don't get me wrong, I think that women are absolute superwomen. We have so much on our plate. We're so strong. We have so much ability to get shit done always, but I feel very strongly about this piece where it's like, we've got to give ourselves some time and give our babies the time that they deserve as well.

It's time to delegate and let go of that control and truly tap into what is important in that moment, what do we need and what are some of those things? Like, I ask myself this question a lot. But when I'm 80-years-old, you know, sitting on a rocking chair at my mountain home, what am I going

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to look back on and say, you know, I'm really glad that I did this or I wish I would have done this or I really regret this.

And I don't want to have those regrets. And so for me, when I had my daughter, it was a very, very scary concept of taking a maternity leave. My business was not set up to where it needed to be set up, and I had to figure that out really quickly.

But now, my businesses are a little bit different and I'm preparing for that. and as I'm preparing for that, what's really, really amazing is that I'm having such incredible coaching calls with my one-on-one clients and my Made to Get Paid mastermind group. And I'm seeing so many different things that are, like, piggybacking right into my own world as well.

So, that's what I want to talk about a bit today, although I'm not going to talk about having babies and taking my maternity leave and all of those things. I want to talk about how it directly affects my businesses and what are some of the things that I'm learning right now and what are some of the things that I'm seeing right now that can hopefully help you take your business to the next level and maybe be a little bit of an eye-opener.

So, let's get started. Now, not too long ago, I was having a conversation with one of my own mentors and she had a lot of big things going on in her world, and regardless, sometimes I feel like regardless of what phase we're at in our businesses, if we align with the right people, you can see the same, not necessarily even problems, but some of the things that we're having to work through or coach ourselves through as well.

And I think that part of being in business and being a successful business is constantly being able to, one, work on yourself, so understanding what's working and what's not working, being really honest with yourself and figuring out how can you become even better, right? It's never like we

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reach this plateau, we reach the top of the mountain and then we're just great forever.

I just re-watched the Beyoncé Homecoming documentary, which if you all haven't watched it, whether you're a Beyoncé fan or not, there's such incredible inspiration in there on what goes on behind the scenes of these big masterpieces that Beyoncé pulls off where people just think, oh she's so talented, but actually it's a lot of hard work, it's a lot of planning, it's a lot of preparation.

And one of the things that she said was coming back from after she had her twins – first of all, she was supposed to do Homecoming the year before and then she found out that she was pregnant. And so she had to do it that next year. She had just had her babies and it was the first time that she was back in rehearsal mode after a really hard pregnancy.

And one of the things that she said as she was in the mirror dancing and talking to herself, like, saying I didn't know if I could ever do what I did before. My muscles weren't strong enough. My body was not where it needed to be and I thought to myself, will I ever be able to do this again?

And she said, you know, most people don't like to rehearse. Most people don't like to show up for rehearsals as themselves, as real, as this is what I need to work on, because they don't want to see their flaws. And so we pretend like we're going through this perfect life or putting on this big mask of we're so great or, you know, we're so perfect or whatever, for outward appearance that maybe builds up our own ego, but is it really helping us become better at the things that we need to become?

So I have said this all of the time, understanding your strengths and your weaknesses, but as I've grown as a person and as a business owner, I welcome the struggle and I welcome the hardship because I know those

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things are making me stronger and allowing me to become who I need to become in order to reach my goals.

You don't just get to snap your finger. You don't get to just say, hey I want to be this, or I want to be a millionaire, or I want to be the best in my industry, I want to be at the top of my market. You don't get to just say it and it happens. You have to evolve as a person. And through that process, you have to be strong enough to stand in your own weaknesses.

You have to be strong enough to look in the mirror and say, okay, I'm not there yet, but I'm going to show up and I'm going to show up real and I'm going to show up as myself so that I can see what areas I need to work on, because masking that for anyone else is doing yourself a disservice and it's doing that other person a disservice.

So anyways, as I was talking to my mentor, at every level of business, we do hard things. We do things that are really difficult that maybe in the moment we think, how am I going to get through this? But we can do hard things.

And one of the questions that she asked as I'm working on all of my businesses and really getting my businesses to a place that I want them to be, especially with a tight turnaround and deadline of having a baby in December, we were talking about clarity, clarity in who you want to work with, clarity in ideal clients, clarity in like if you had a stage, if you had a mission, if you had something that you could say, what is that burning thing inside of you that you wish you could help people with.

And my answer, which is where we're going to go today, was I wish that I could just help more people that I see are really struggling with things that they don't need to be struggling with. So let me elaborate a little bit.

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When I first started in my businesses, I desperately wanted to be at the top, like everybody else, right. Like I would print off the top producer sheet. I would white-out the people at the top, whatever number I chose, and I would write my own name in it. and eventually, guess what, I'm there.

But I remember going to the office and working. There would be a couple of nights where I would go in a little bit later and I would work late and the top producers were always there, grinding it out. It would be eight o'clock at night and I thought, man I wish that I had to be here. You know, for me it was just like, I'm going to be here and work on some things. But did I have so many clients that I was working from sunup until sundown? Absolutely not.

I was longing for that. I was working towards that. But I wanted so badly, I saw how hard they were working and how many hours they had to spend at the office and I thought, I want to be that. Eventually, I want to be the person that's here until nine o'clock at night, 10 o'clock at night, I'm still working.

And I even said that to them out loud and they thought, no you don't. You don't want this. And I thought, oh yes I do. And I worked like a dog to have that, and then I didn't want it anymore because I realized how much hard work goes into it and I worked and worked and worked and that was all I was doing, right, and then I was finding this other balance.

And I think about this concept and this phase of life that I went through of not ever feeling like I was enough, not ever feeling like I was successful enough, not ever feeling like I had a good enough education to be successful, not feeling like I was pretty enough, skinny enough, worthy enough.

I had all of these thoughts and these feelings. And then, getting to a place where I thought, okay, if I could hit this level of income, I will have made it, I

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will have arrived at my destination, I will be so proud, I will be worthy, I will be enough. And I hit that level of income and I worked really hard and then I wanted something different.

I had this sense of feeling, like, who am I now? My identity is now masked with this success that I've built, but I still don't feel happy and fulfilled. Why is that, because this is something that I've wanted for my entire life? And so then it evolved into a whole other journey of finding myself.

And when I think back to some of those times and I even think back to so many people within my world right now, I just feel like we have this notion, we have this feeling, I see it now so clearly, so vividly, I can pick it out in a crowd of people within five minutes of talking to someone. It's this constant feeling of hustling. It's this constant feeling of, you know, having people know that you work all of the time, that you're constantly on your email, that you haven't taken a vacation for six months or eight months or a year or two years. You can't get out of your business, and when you do, you're working.

I used to do that. I took vacations to Mexico and then I'd pay for internet service so I could check in and be on and make sure everything was okay and working. And let me tell you, coming from a girl that really likes Corona and tequila, that's not really the Mexico vibe that I set out to achieve.

But I've come a long way from that phase in my life and now I have conversations, whether they're with friends or people within my sphere or clients where I have graduated into different spheres, so my circles, my networks. And a lot of people that I know or that I associate with, they're doing really well for themselves. They have big goals. Maybe they have their own business. Maybe they're top producers, whatever it may be, within their industries.

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But I see them doing this hustle and grind notion where it's like, yeah I wake up at 4am to do my emails and I'm up, I put my baby to sleep and then I work until 11:30 at night just trying to keep caught up. And then they tell me about their day and all of the things that they're doing or the people that maybe they have hired to help them but they don't want to delegate things out or needing work from them or whatever it may be. Or maybe it's the people that they haven't hired and they're doing all of this bullshit work that really they should not be doing and it's so clear.

It's clear as day to me what you could be doing differently in your business to, one, have a better quality of life, to enjoy your work better, but also to create even more success because the reality is, if you keep doing all of the things – if I was still doing all of the things in my businesses that I was doing eight years ago, I wouldn't even be able to breathe. I wouldn't have a life.

I wouldn't be where I'm at today financially or even as a person, grown into who I am as a person because we can't continue to grow and do all of the things that we did when we started. We have to learn to delegate. We have to learn to strategize. We have to learn to understand what our business is and how we step more into a CEO type role as we continue to grow.

And what makes us better? So, one aspect of this, like I was saying, is that I don't ever get to comfortable in my businesses. If I ever feel like, okay, everything is really, really great right now. And sometimes I think this is a flaw because I blow shit up about every six months in my businesses. And it's very much a common theme. My coaches know this very well and I have already said too, after this baby, I'm like, do not let me start another business. Do not let me do anything else. We are done for a little while.

And they laugh because it will probably be a different story in eight months – but always being able to be open and honest, like, letting the person behind the curtain be seen, even if it's really uncomfortable, even if you feel

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like a failure, because that failure or that fear of judgment, whatever it is, is going to allow you to grow and see more successes in your world, even if you failed that time around.

So as I set out and I get clear on what needs to be changed in my businesses, especially with this baby – so I've talked a lot, if you guys follow me on social media, you can kind of hear the behind the scenes of what my daughter taught me and what that whole process was, what unfolded right before my eyes when I was pregnant with my daughter the first time around.

And I was taught so much during that, whether I wanted to learn it at that moment in time or not. And now, with this pregnancy, I'm really trying to be open to what are some of the things that, regardless of wanting to, but I have to figure out, what is this baby trying to teach me?

And as I get closer and closer to that point in time, I know that, one, I have a limited amount of time. Two, I have so much gratitude, so, so, so much gratitude because my vibes over these last couple of weeks have really been so many of the things that I've worked so hard to accomplish, some of the things that I've put up on poster boards, that I've worked on coaches with, that I've strategized on over the last four years, they are right here in this moment. I have achieved them.

It took me longer, maybe, for some things than not, but when I look at everything in my life right now, I go back to a time period three to four years ago where I thought, wow, you know, if I achieve these things, I will have made it. And now, as I look around and I'm being present and having perspective, I have achieved those things.

It may have taken me a few years to do it, but they're right here. I laid the foundation to all of these beautiful things, I have an incredible team, I have

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so much support around me, but that doesn't mean that I'm just going to stop, right? It's how do I go to the next level.

And so right now in my businesses, I'm learning that I can't do all of the things. I'm at a point again where I can't do all of the things. I have to delegate even more. I'm having to hire more people. I'm having to really understand what my role is in my businesses and what are some of the things that I need to let go of.

And with this as well, it's how do I make things easier, how do I get crystal clear and how do I make things easier? And so when you talk about – when I had this question, you know, having a conversation with my mentor, she just did an incredible TED Talk in front of 3000 people that was really scary.

And she went back and told the story about, you know, if I ever had a platform to talk from, what would I speak on? If I could help someone, who would I help? And so that question, taking that question into my own mind and trying to simplify some of the areas of my businesses and get crystal clear on who are the people that I can help, because I can't help everybody, I can't, who are those people that I really want to help that I feel like I truly can help and what do I want to say to them?

And so this brought me to this hustler, to this mentality of where I have been in my own life and what I see so much now because we almost look at it, I have conversations with people, and it's almost like a sense of pride that I haven't taken a vacation for an entire year. And it shouldn't be.

And so for me now, I'm past that. I've evolved from that. I've figured it out and I just want to wrangle these people, who are my friends or my clients and say, look, we've got to figure this out. There's a better way of doing this, and not only is it going to give you more time and more fulfillment and more space to do some of the things that you want, less stress, but it's also

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going to allow your business to grow to the next level, because if you keep doing the same shit, you're going to get the same results. You're not going to be able to move forward.

And that has been eye-opening. I had this conversation maybe a month or so ago. And it hit me so hard, like, okay, this is it. This is who I want to help, and getting really clear on that and releasing everything else because I have to be able to focus and do less in my businesses versus more as I'm preparing.

And as this kind of recollection, as I came to this big a-ha, the conversations that I'm having with my clients is, like, eye-opening because what I'm hearing them say – and this is literally every single day – I have all of these things going on or I'm working on this or I just spent two weeks trying to figure this thing out. You guys, there's so much crap that we put our attention on.

I don't care if you're just starting out and you're trying to do some of this stuff on your own because you don't have all of the money to do it, or if you are five years into your business, if you're at a six figure mark, \$500,000 mark, a million dollar mark, there's certain things in your day that you should not be doing.

And usually, within five minutes, if I ask people what they are doing, I can weed so much of that out. But when we're constantly working in our own business and in our own life, we think we are the ones that need to do all of these things. We're so busy, we have so much to do, I need to be the one to do this.

But the reality is, you don't have to be the one that needs to be doing all of those things. And gosh, there's so many examples that I can give you on this, like spending \$200 for a tech person to set up an email and a website and email domain versus spending two weeks doing that, paying someone

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\$10 an hour to run things to a dump for you so that you're not running across town hauling trash from one place to the next place, if you're in an investment world or a real estate world where you're working on that kind of stuff.

Sending people to the post office to send things out, my goodness, there are so many things that consume so much of our time on a day to day basis. And so, if you're really wanting to move your business to the next level, what I want you to hear more than anything is that you do not have to be the person doing all the things. There's systems that you can put in place. There's boundaries that you can put into place.

Business hours are magical. It gives you a timeline. You know, goals have to have a timeline, your work has to have a timeline too. And I can tell you that, coming from someone that used to just wake up and start working, dive into emails, to doing emails before she went to sleep, I work very strict business hours now because I am now a mom as well.

Those business hours are so full of the things that need to get done. And the rest of the stuff either gets delegated, or a lot of the things that you think that you need to do, you don't really need to do. So, having clarity on what those roles are.

I just wrote a blog recently and it was all about being the queen bee. What is the queen bee role in your business? And what's ironic about this is that just recently, we went down to Savannah to host our very first retreat, which was absolutely amazing and I'm excited to do it again. And when we were there, you know, Savannah is known for bees. It's the Savannah Bee Company, it's the home of the Savannah Bee Company.

And so we did a bee tour. I took the retreaters to a bee tour. And what I loved about this is that they taught us about the bees. They taught us about

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the colonies. They taught us about what the different roles were within a colony, worker bees, the queen bee.

And what's interesting about this is the female worker bee and the male worker bee have two very, very different roles. The female worker bee, they're hustlers, they're workers, they're doers, they take care of everyone, they make sure that the colony is tidy and well kept, they're always working, they're always, like, they come out of their little hive ready to work. They literally work themselves to death. That's how they die. They work themselves to death.

The male worker bees are very different. They're very slow paced. They're almost like a little lazy in the colony. But their sole role is to be able to either mate with the queen or bring food back to the colony. And so mating with the queen is one of the biggest things. The queen constantly needs to be laying eggs.

But what's interesting about this as well is that their whole purpose is to mate with the queen. And once they do mate with the queen, they die. And so both the male and the female worker bees, they have a very clear purpose.

Now, the queen bee, the colony cannot survive without the queen bee. The queen bee is the one that takes exceptional care of herself. She is constantly getting taken care of from her worker bees, getting cleaned, getting fed, all of the things. Her one purpose is to lay those little eggs. That is her purpose. She needs to be kept exceptional care of and protected so that she can keep the colony alive.

And what's fascinating about this is that last year, my word of the year was queeny. And that came to me when I was at a Date With Destiny conference of Tony Robbins. And the whole reason behind this is he teaches these different concepts of, like, we all have different personalities,

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I guess you can call them, within us that we can call upon. We just know that they're there. We can call upon them in a place of struggle or darkness or whatever it may be.

And one of them is the queen. And the queen's role is to take exceptional care of herself, similar concept, take exceptional care of herself so that she can take care of her people, she can keep the colony going, she can lead with grace and have the power and the strength that's he needs to keep her colony alive.

And this hit home to me at the time because I was really, really working on leadership and trying to create a good culture within my organizations and I felt like I was lacking something as a leader. And so this was so eye-opening to me because I realized that I couldn't do it all on my own. And by me trying to do things on my own or by me not giving the power, taking care of myself the way I needed to or educating myself the way that I need to, investing in myself the way that I need to, rather than feeling guilty about doing that stuff for me or taking time for me, it was actually very, very needed in order for me to have the energy, to have the perseverance, to be able to show up in the space and the light that I needed to in order to become a good leader.

And that was my word of the year last year. And it's crazy now because my life has changed so much, but I really love this whole concept. There's another book that I'm reading on this right now and it really is all about understanding what is that role within your organization or your business or your life. What is the queen bee role and are you living up to that name?

We all want to be queen bee, right? Whether we're referencing Beyoncé, or just the whole concept of being the queen of your household, but what does that look like for you? What does your organization, what does your business need from you? What will it not survive with if it didn't have this

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trait, this personality, this strength of yours? And focus all of your attention on that thing.

It's like looking at our strengths and weaknesses and being able to really tweak our strengths and delegate some of our weaknesses. If we focus on those things that are going to move our business forward, we're going to go there so much faster.

That doesn't mean that we are there at 10 o'clock at night cleaning out our office and taking out the trash or fixing the copy machine or setting up emails for your entire team or doing all of the tech stuff. That bullshit needs to get delegated out.

So becoming a good leader, becoming the CEO of your business, thinking about it as this queen bee role, what is that? What is that main focus and how do we get you to focus on those things versus just tacking more and more and more and more as you grow, so that we can let go of some of this hustle mentality of working 12, 14 hours a day, of working seven days a week and thinking that's, like, really cool? It's really awesome, right, I haven't taken a vacation for a year...

It's not cool. And if you look at most of the extremely successful people, like multi-seven-figure billionaires, they're not working that hard in their businesses, most of them. Most of them have figured out – well, okay maybe some of them are, but even if you have that thought of, yeah they actually are, which I disagree with you because I know many people that work an average of 30 hours a week that are making multiple seven figures, but those people are doing so much less than you're doing in your business.

If you're feeling like you're struggling and you're not having enough time, we all have the same amount of time in a day, it's just what we choose to do with it, what those people chose to focus on, even when it was hard,

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even when they felt like, I can't hire someone. We often say your first hire is your hardest because you look at that as expense and now you have to pay payroll. And then it just becomes the normal. You have payroll, it's another expense. It's like having a kid. It's like adding another animal to your life, you just figure it out and you keep going.

But if you're the one doing all of those things, your business is not going to continue to grow, so really, really understanding what is it – and I think what I really love about this process to is, what do you love? We don't love everything in our business, of course, but what are unique strengths and what do we actually find joy from, because you combine those two things and you're giving a whole different presence to your work.

You're showing up to your work so much differently when you have passion for what you're doing. And that doesn't mean that you only do the things that you like to do. But how do you bring more passion to some of the things that you don't like to do? Which I think is also a different perspective than just focusing on things that make you happy.

You know, my world has totally shifted over the last four years and some of the things that I thought, I don't want to do this anymore, questioning different areas of business I actually love right now, and it's just a change in perspective.

I feel so grateful that I didn't give up or I didn't decide to go a different direction because, right now, it's some of the most fulfilling areas of my life and in my business. And so the reality of it is that it's just a change in mindset and perspective, how I show up to those things, those tasks, and being able to stand in my weaknesses and saying, you know, I'm not where I want to go yet but I'm not going to give up. Because it's so easy to just say I'm going to give up. It makes you feel better than working on something you don't feel like you're good at yet.

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So what's that queen bee role for you? What are those things that you need to focus on so hard and really, really, really hone in on? And maybe you need to make a list of all of the things that you're doing in your business right now. So if you understand, like, what your queen bee role is, what only can you do? What are you so great at? What keeps your business running? What can only you do and what are some of the other things that you have going on in your life?

And oftentimes, when I hear of people talking of, my world is so busy or my life is so busy or I can't even possibly think about adding something more, when I understand what they're doing on a day to day basis, I find so much time that is wasted that could be delegated out, even if it's not hiring a fulltime staff person. I'm not saying that. But there's so many things that we don't realize take up our time, our precious energy and our time, that are taking away from the money that's coming into our bank account and the success that we're seeing in our businesses.

So, I am going through this whole process on my own. And again, what's fascinating about this is that, one, the people that I want to work with and serve the most are those exact people that feel like I want to go to the next level, I don't know how, or I'm doing so many things, or I'm working 14 hours a week and I just look at them and think, wow, there's so many different things that you can do in your business that are going to get you further so much faster. And then the other aspect of it too is me working on this within my own world, because I have to.

We get to a point where you can't do it all anymore. So, five animals, two kids, a house renovation, three businesses, I can't do it all anymore. So I have to get really clear as well what my role as the queen bee is in my business. And I truly invite you to do the same so that you can take your business to the next level.

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And if you feel really, really confused by this or you're just like, yeah okay cool, whatever, you have more time – I promise you, I don't have more time than you and I have a lot going on. But sometimes, you need a second set of eyes or someone to be able to see what you can't see. So I have coaches in all areas of my businesses.

And if you are looking for a little bit of guidance, you guys can feel free to book a breakthrough session with me. I'm more than happy to go over this with you. In fact, I would love to go over this with you because it's just one of those things where you dive into and I have so much fun understanding where time is being spent and quickly uncovering some of those areas that will take you so much higher so much quicker.

So, feel free to schedule yourself a breakthrough session. It's totally free. We can chat. You can tell me what you're struggling with and I can try to give you some insight as to what you need to do next, what you need to let go of and where you need to focus on.

So, I hope you all have a really great week. I hope you spend some time figuring out, understanding, questioning what your role is within your business and how you can focus more into that so that you can go to the next level in your life and in your business.

So, until next time, have an awesome week. I will see y'all next week and thank you so much for tuning in.

Thanks for showing up and listening to this week's episode of the *Love Your Living* podcast. If you're ready to create a business and life you love or simply take your already-pretty incredible life to the next level, head on over to [loveyourlivingonline.com](http://loveyourlivingonline.com) or simply check out the link in this week's episode of show notes to instantly download my 6-Figure & Beyond Business Blueprint. You're going to absolutely love it.

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